El Excentrico

Humberto Garcia

July 5, 1969





AMERICA MARTIN to do a TV SPECIAL
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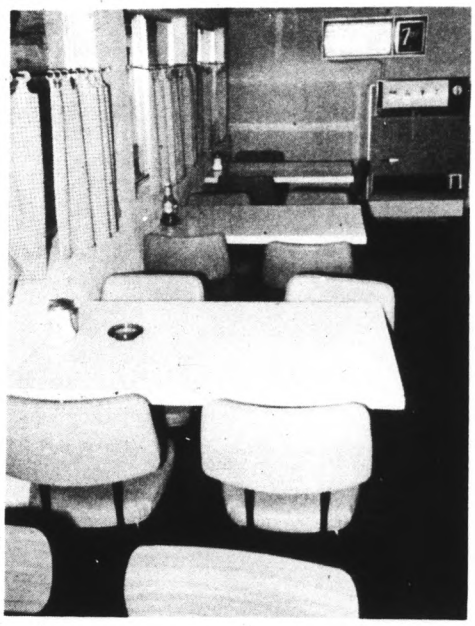


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WITH



CLUB SAN FELIPE

11th ANNIVERSARY

BALL

Manuel Contreras

& Orchestra

La Cabaña Motor Hotel

SATURDAY, AUGUST 2, 1969 8:30 to 1:00 a.m.

$8.50 per Couple

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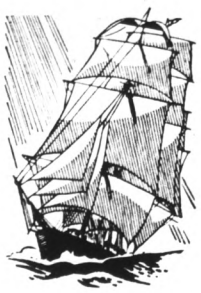
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FINANCIAL REPORT

5th OF MAY FIESTAS

INCOME:

Bank ending balance. . . . . .$	379.61
Membership Mr. Honorio Angeles.	6.00
Returned change for the Rainbow Ballroom Dance. .	150.00
Revenue Rainbow Ballroom Dance April 12, 1969. . .	33.50
Deposit returned for Campbell Women' s Club.	25.00
Donations rec' d in meetings. .	4.00
Income Rainbow Ballroom Dance.	5.50
Program Adv. Travel Planners.	35.00
Program Adv. Aurora Martinez	35.00
Program Adv. Fernando Barreras.	25.00
Program Adv. Arturo' s Quiet Village.	120.00
Program Adv. El Charro Cafe	35.00
From Pink Elephant Market sponsoring Sally Ortega	200.00
Program Adv. Pink Elephant	100.00
Banquet Tickets Mr. Amado Garcia.	13.50
Banquet Tickets Mr. Jose Barron.	13.50
Mr. Jose Martinez 4 tickets. . Cam Campbell Women' s Club Banquet.	20.00
Mr. Michael Ramirez 3 tickets same banquet.	15.00
Mr. Carlos J. Castañeda 2 tickets same banquet	10.00
Mr. Sal G. España 1 ticket same banquet.	5.00
Deposited change used at Star Light and Auditorium	250.00
Revenue at Star Light Ballroom Dance May 3, 1969	185.00
Revenue at Rainbow Ballroom Dance May 4th.	2.00
Mrs. Suarez tickets May 4th Banquet.	27.00
Mrs. Suarez tickets May 4th Banquet.	13.50
Mrs. Suarez same.	18.00
Mrs. Suarez tickets Star Light	60.00
Mr. Rodriguez tickets banq.	9.00
Program Adv. De la Rosa Pharmacy.	60.00
Mr. Fortunato Cisneros tickets banquet May 4th.	13.50
Deposited for balance Income Auditorio Civic Festival	125.00
Payments made in cash same	350.00
Pro concepto de Advert. en el Programa: Nick Guerrero.	35.00
Liberty Theatre, same source	35.00
Lalo' s Shoe Shop, " "	35.00
Berg' s Men' s wear " "	35.00
House of Values " "	35.00
TOTAL INCOME	$2, 518.61

EXPENSES:

Check #167 Change for cashiers Rainbow Dance. . . . . .$	150.00
Check #168 Atlas Press Applications Queen Candidates.	8.93
Check #169 Paid to Harry Warren Ins. May 4th	54.00
Check #170 Hiram Gutierrez paid on acct. pgm. printing.	150.00
Check #171 Guillermo Romero reinbursement Art mat.	5.00
Check #172 Mrs. Armida Aros Queen Candidate dresses	105.00
Check #173 Void.	
Check #174 Atlas Press on account printing program.	150.00
Check # 175 Void.	

(continued next page) . . . .

Wilford Irizarry el que todo el tiempo les da un poquito mas...

Vea la Seleccion MAS GRANDE de Automobiles para 1969 y tambien EL NUEVO MAVERICK.



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ARTURO ORDOÑEZ
(Honduras, C.A.)



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SAN JOSE
251-7012

Check #176 Reinbursement Mr. Cisneros cleaning Queen mantle.	10.00
Check #177 Change for cashiers Starlight and Auditorium.	250.00
Check #178 Void.	
Check #179 George Wright - Auditorium helpers. . .	18.50
Check #180 S. Moore same. . .	18.50
Paid in cash Mariachi Los Tequileros.	240.00
Check #181 Elk' s Club 4th of May banquet.	220.50
Auditorium Fiesta Police Services paid in cash. .	90.00
Cashiers Auditorium paid in cash.	20.00
Check #182 Void.	
Check #183 Hiram Gutierrez balance prog. printing	298.50
Check #184 City of San Jose balance rent Aud. . . .	75.00
Bank charges for the month of April.	.89
BANK ending balance.	478.79
Bank charges of month of May.	.75
To the City of San Jose, for rent of Civic Audit. for Sept. 14, 1969. Check #185.	75.00
	$1,940.57
Bank ending balance.	578.04
TOTAL	$2,518.61

San Jose, California - Junio 9, 1969
Fortunato C. Cisneros, Treas.
Hiram E. Gutierrez, President.

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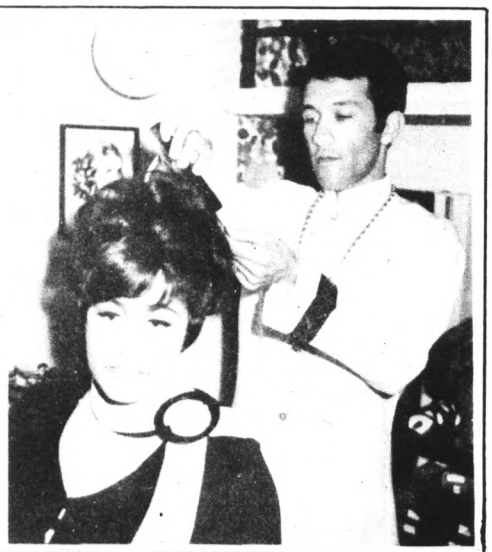
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En estilos de PEINADOS!

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SE HABLA ESPAÑOL



EASTSIDE FATHERS CLUB ASSISTS YOUNG TEENAGERS



by John Marek

The Eastside Fathers Club organized by Lino Covarrubias, and sponsored by Community Service Organization, and the Economic Opportunity Commission to assist the young boys of the Mayfair District have launched a membership drive.

The purpose of the Eastside Fathers Club is to provide supervised recreation for young teenagers.

Ben Aguilar new Vice-President of the Eastside Fathers Club hopes that many Fathers will join the Club. Present membership is 40.

Urgently needed are athletic supplies and clothing anyone wishing to donate may call 251-2889 the C.S.O. office at 234 So. Jackson.

In photo left to right: John Marek and Reggie Bravo, Business Agent for Teamsters Local #287. Present checks for new members to Tom Trujillo. Standing left to right: Rosalia Chavoya, Freddy Garcia, Albert Rodriguez and Joe Garcia; seated Bob Arechiga, Tom Trujillo and Carlos Vallejos.



292-3710 799 S. First St. San Jose



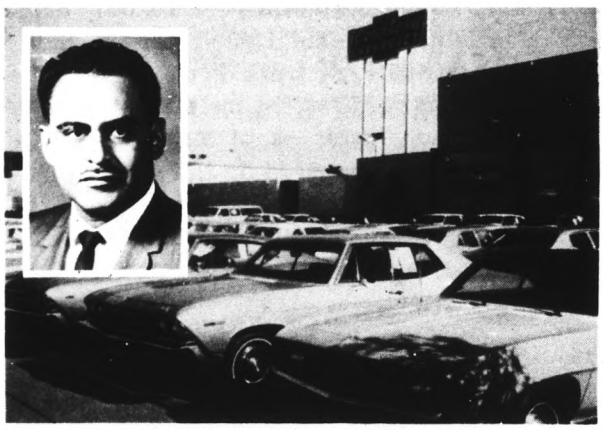
AMADO y CARMEN GARCIA
PROPS



Pregunte por

Al Zamora

AL ZAMORA y JOE SARZOZA invitan a Ud. y a su apreciable familia para que pruebe y admire el amplio surtido de carros NUEVOS y USADOS y las Amplias FACILIDADES de PAGO que aqui se Ofrecen.



Pregunte por

Joe Sarzoza

EN EL DEPARTAMENTO
DE CARROS NUEVOS !

NOTARIO PUBLICO

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2. Servicio de Noche hasta la 1:00 de la madrugada
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5. Trato justo y cortes por todos los vendedores.
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Courtesy Chevrolet

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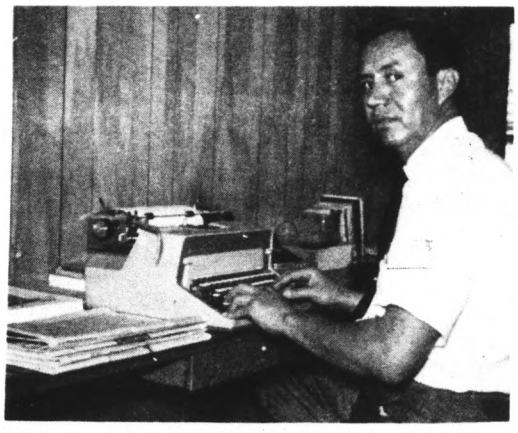
REFLEJOS DE CINE RADIO Y TELEVISION

Jorge Godinez



Nuestra frase de hoy.- LA MENTE ES MAS GRANDE QUE TODO EL UNIVERSO.

Vamos a principiar nuestra colaboración, con la biografía de uno de los locutores que se están dando a conocer en todo el Norte, se trata de un elemento nuevo entre nosotros, me refiero a Ignacio Peinado, nació en el Estado mas grande de México, el 14 de Noviembre de 1932, su esposa tambien nació en Chihuahua, se llama Lupe, y su hijita fue bautizada con el nombre de Ivonne Dennise.

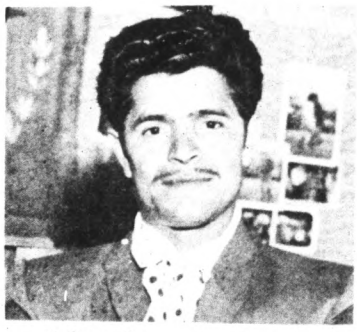


En la foto, IGNACIO PEINADO una nueva voz en el Norte, con mucho talento.

Ignacio Peinado se inició en la radio en 1953, trabajando para la estación de radio X.E.B.U., tiempo después perteneció al cuerpo de locutores de la estación X.E.L. la estación de la buena música, en la ciudad de México; regresó a su tierra natal y trabajó en la estación X.E.F.I. la misma empresa inauguraba por aquel entonces la primera estación televisora de Chihuahua, y el Sr. Peinado pasó a formar parte del personal del Canal 13.

De nuevo se translada a la ciudad de México para estudiar publicidad, terminó sus estudios y después ingresó a una de las agencias de publicidad mas grandes de México, ultimamente lo llamaron a Alburquerque Nuevo México, después Salinas y ahora en Radio KAZA, donde ha demostrado ser un buen elemento, buena dicción preparación, y sobre todo buena aceptación del público, mucho éxito al colega Ignacio Peinado.

AMBIENTE LOCAL.- Ultimamente San José, tiene mas importancia para los artistas de México, esto es bueno para nuestros artistas locales, porque de esa forma la gente se acostumbra a ver buenos espectáculos y nuestros elementos se animan mas, y esto es bueno para ellos.



Rubén Días, el Charro de Moda, muy contento porque ha recibido su nuevo traje de Charro, pero aparte de eso se esta preparando, vocalizando y eso es lo mejor que puede hacer un cantante que de verdad quiere su profesión, nosotros desde aquí de estas páginas deseamos para Rubén todo lo mejor.

MINI-NOTAS.- Arnulfo Delgado, esta en un sitio como el promotor numero uno de Los Estados Unidos, el Sr. Calán y él, han hecho lo que no hizo nunca ningún promotor, traer de México las mejores caravanas artísticas, Radio KAZA se voló la barda con la caravana del 4 de Julio, felicitamos al Sr. Ryan por este fantástico espectáculo, en igual forma al Sr. Eldrige, al Sr. Gene Hogan . . .

De la Televisión seguiremos informando, Las Coronelas muy activas como siempre y el Club de las Solteronas, organizandose cada día mas, la que quiera ingresar a este Club, se pueden comunicar con Delma Ross. Hasta la próxima Felicidades.

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Pantsuits must be classified in drycleaning according to fabric type. Stain removal procedures are governed by fiber content and fabric construction as well as the dyes or finishes applied to the fabric. Special techniques are required in finishing, especially in the one-piece designs. Procedures vary with fabric type and garment styling and trim. More time is required to achieve a good appearance. So entrust your favorite pantsuit to your professional cleaner for the best of care.



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En la foto el Sr. Sierra demuestra el trofeo que obtuvo de parte de sus contrincantes y amistades por ser el mejor jugador de Ajedrez.

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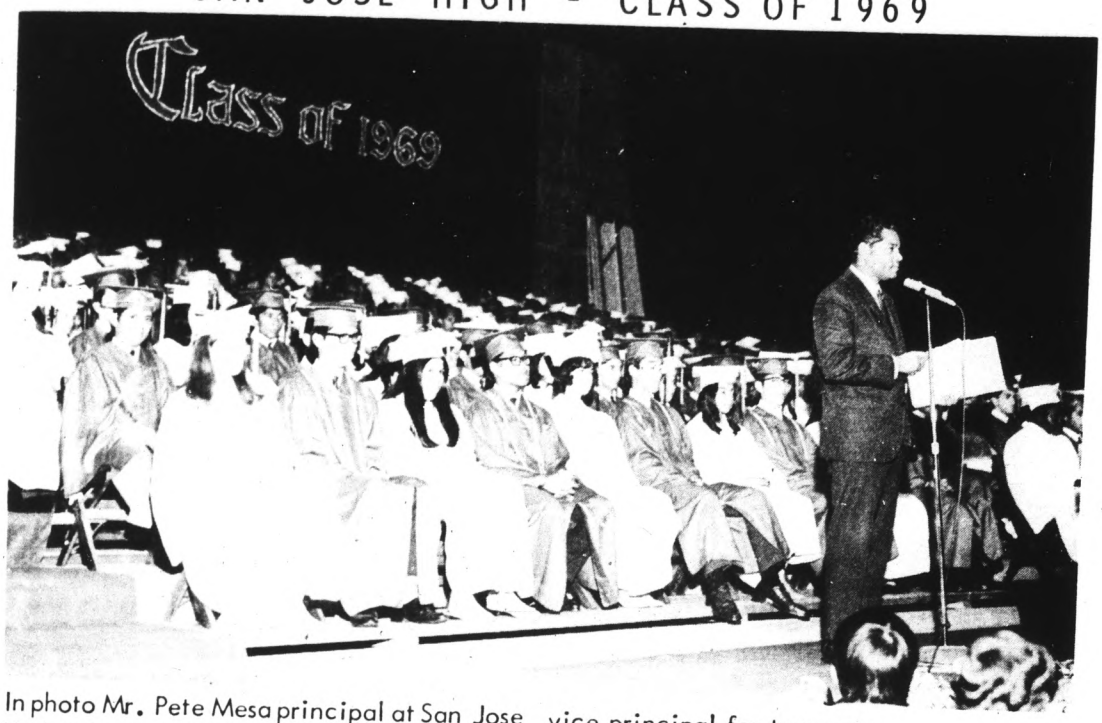
9 HOLE 3 PAR GOLF COURSE
35 TEE LIGHTED DRIVING RANGE

9AM - 9PM





SAN JOSE HIGH - CLASS OF 1969



In photo Mr. Pete Mesa principal at San Jose High School delivers commencement excercises speech.
Mr. Mesa was formerly an English teacher at Sunnyvale High also serving as curriculum vice principal for two years.
He was born in Santa Monica, California raised in the Santa Clara Valley, 39 years old, married and the father of 4 children.
(photo by Richard Diaz)

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CARLOS ANDERSON
ARTISTA

por DANIEL SALDAÑA



Carlos es un joven mexicano, domiciliado en San José, dedica sus ratos de ocio al arte de la pintura, y como él dece: "lo poquito que se de dibujo no lo estudié, es lírico, pero me gustaría estudiar".

Acompaño estas líneas con una fotografía de uno de sus trabajos y creo que tan solo eso ya es la tarjeta de presentación de un artista. Dije artista y dije bien, porque es la pura verdad.



Cuando una persona es capáz de presentar una obra como la que presenta Carlos Anderson, sin haber pasado por las aulas de una escuela de arte, quiere decir que hay artista nato y que no le son indispensables los cánones o estilos implantados por los genios del arte, antiguos o modernos.

La fuerza de expresión en el cuadro de Anderson, queda plasmada en el lienzo, como las arrogantes y bizarras notas de una marcha en el pentagrama. El colorido en este cuadro es magnífico, transporta la maravilla de un arcoiris en un fondo de nubes grises que presagian tormenta.

El tema es bello, con la belleza de las luchas por las causas nobles, bajo un cielo gris se destaca la figura de una mujer representando a la patria mexicana, con los brazos abiertos para todos, al fondo, el perfil de los volcanes Ixtaccihuatl y Popocatepetl, con sus picos eternamente nevados; al centro de este lienzo magnífico, la varonil figura de Prometeo, el héroe de la mitología griega, que robó al cielo el fuego, para entregarlo a los hombres; a la derecha una fila de banderas, destacandose en primer término las barras y las estrellas, en el fondo inferior, un colosal estadio con cientos de miles de espectadores, admirando las competencias deportivas de los décimo novenos Juegos Olímpicos, celebrados en la ciudad de México en 1968.

Un lienzo así, bien merece el honor de exhibirse en los mejores museos de arte.

Carlos Anderson es un artista, el mejor camino para él es dedicarse al arte, la fama y la gloria lo esperan. Muchachos como Carlos merecen una beca; las organizaciones o empresas que ofrecen becas cada año, tienen la palabra.

Dr. Juan De Heras, D.C.

Anuncia su cambio de oficina

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PROP.

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In the next issue of EL EXCENTRICO, pictures of the RADIO "ZETA" FM STATION and it' s announcers will be featured together with their programming schedules. And don't forget to tune in to CRITICA SOCIAL de EL EXCENTRICO every Friday night from 10 p.m. to 11 p.m. Call me at that time for a dedication to your 'peor es nada' . The phone number in San Mateo is 347-6639 and dial 107.7 on your FM Radio Band. Upon closing, I want to thank the following sponsors for helping to keep this program alive: Triple "J" Towing Service & Auto Body Shop, House of Earl Beauty Salon, Arturo' s Quiet Village, Frank' s Radio & TV Shop, Speedy Gonzales Restaurant, El Rebozo Restaurant, Garcia & Garcia Bail Bonds, Club Metro, Tampico Cafe, La Villita and Discorama Record Shop. Also thank you Jorge Godinez for a plug in your columna, gracias amigo.

Hold the Presses. . .Last Minute News: Manuel Estrada, prop. of ESTRADA' S IMPORTS & VARIETY STORE, 190 S. First Street in Downtown San Jose, is not moving out after all, as previously stated in his advertisement a few issues ago. It seems his lease has been extended for a longer period and waits for your visit as usual. Did you know Manuel can sing? He is cutting an LP record on Disco Fama and it' ll be available at DISCORAMA RECORD SHOP soon; ask for it next time you drop in or call Manuel at 297 - 9176.

Dr. Noe Arrazate, D.C.

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LUNES, JUEVES, VIERNES
HASTA LAS 9 P. M.
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G
M F

To celebrate the 15th Birthday of their daughter and godson

Gay and Manuel Fernandez

Mr. and Mrs. Kimo Fernandez request the honor of your [illegible] at a presentation [illegible] At Most Holy Tr[illegible] Church on Cunningham Ave. on Saturday, June 21st at 8:45 a.m.

Reception at Our Lady of Guadalupe Hall on Kammerer St. 1:00 to 4:00

Dance 8:00 to 12:00

San Jose, California

Gay originates from Denver, Colorado. She has lived in San Jose the past 10 years. Gay attends Fisher Jr. High School.

Her parents are Mr. and Mrs. Kimo Fernandez of San Jose.

Manuel is from El Paso, Texas. He has lived in San Jose for the past 9 years. He presently attends Fisher Jr. High School.

His parents are Mr. and Mrs. Jesus Fernandez also of San Jose.

Maria's

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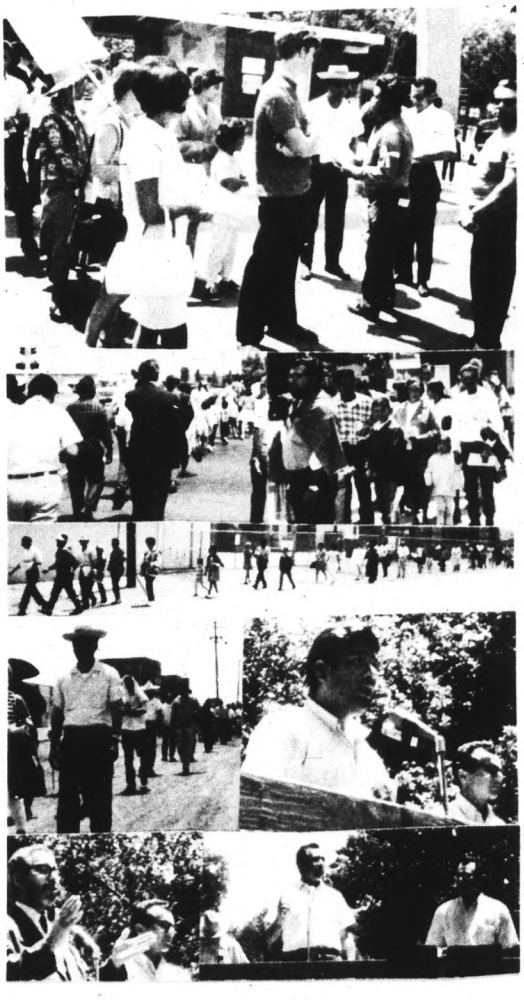
CRITICA SOCIAL

POR
RUDY
BELLOUMINI



"El respeto al derecho ajeno es la paz" . . . . . Benito Juarez

The following pictures illustrate the first CIVIL RIGHTS MARCH held by 'los nuestros' in San Jose on June 21st, first day of a long hot summer. It was a peaceful, dignified and non-violent march; most of the participants were from out of town.



A PERSONAL MESSAGE FROM - Ray Gonzales, President of the COUNCIL ON LATIN-AMERICAN AFFAIRS:

On behalf of this organization, I would like to extend my most heart warmth thanks to the participating organizations on this first San Jose showing of a CIVIL RIGHTS MARCH held by Spanish-speaking people. We had people from as far as Pomona and Tulare, California, who came over to join us in demonstrating unity and dedication to the cause of our people in the struggle for equal justice. And a special appreciation to those speakers who expressed their thoughts in such an inspiring manner. We will not stop here, but will continue in our efforts to fight and defend the Civil Rights of our people. We should all be prepared for the sacrifices that lie ahead. "UNIDOS VINCEREMOS".



Winners of the final ZAPATEADO CONTEST held at LA VILLITA in Morgan Hill were Mr. & Mrs. Serapio and Esther Lopez. Others in the top photo are Mr. & Mrs. Bud and Margie Sasser, prop. of this outstanding dancing spot and Señor Victor Soto presenting the trophy on behalf of LA VILLITA. For the next 10 weeks the POLKA CONTEST will be conducted with the finals at the end of of that time. Last weeks winners were Mr. Jesus Enriquez and Mrs. Anita Rositas. SEE you there.

continued next page ....

Pink Elephant Markets

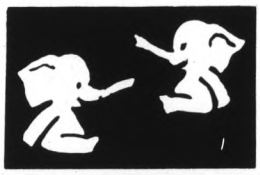
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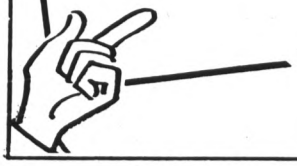




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BUT WE THINK
YOU ARE
WONDERFUL !



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SAN JOSE





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ASOCIACION DE CHARROS "LOS ALEGRES"

EXCENTRICO se complace en presentar a algunos de los miembors de la Asociacion de Charros LOS ALEGRES durante una de sus recientes BARBACOAS.
En la grafica: Manuel Celaya, Frank Perfect

Jacques Peasha, Audry Hister, Antonio Sanchez (El Rey de los Cocineros) Gloria Rogers y miembros.
(foto por Richard Diaz)

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KIKO MORALES y sus Satelites

BAILE - SABADO 5 de JULIO
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Presentacion HNAS. PADILLA
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TARDEADA - Domingo 6 de Julio
Damas $1.00 Caballeros $1.50
Baile de 3:00 p.m. a 12:00 p.m.
JOE BRAVO y su Orquesta de TEXAS
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ANDY FLORES Y SU SONORA
KIKO MORALES Y SUS SATELITES

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Sr. Regino y Sra. Carlota Ochoa
participan a Ud. el enlace
de su hija e hijo

María Guadalupe

y

José Luis

Y tienen el honor de invitar a Ud. y a su apreciable familia, a la ceremonia religiosa que se verificara el Domingo 6 de Julio, a las 2:30 de la tarde, en la Iglesia de la Sagrada Familia.

MARIA GUADALUPE
Nacio en San Luis Potosi, Mexico
Residencia en esta por 4 años
Atendio a la escuela alta
PIEDMONT HILLS.

JOSE LUIS
Es nativo de Jerez, Zacatecas
Habiendo radicado en San Jose por
los pasados 7 años.
Curso sus estudios en Zacatecas.

J & M



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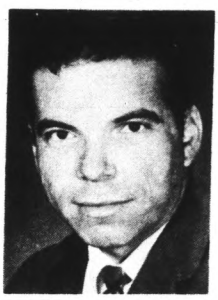
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LETTERS to the EDITOR



Gentlemen:

We are writing to you in hopes of setting the record straight in regards to a couple of issues made by one of your many readers. These issues which I am in total disagreement with the person who wrote to you, I will now offer our side of the episode.

Your reader makes an issue of the fact that our dancers Rosie and Josie had a ball while entertaining the troops. Well, to be frank about it, we did too! We're going back for more!

When two talented young ladies like Rosie and Josie are criticized by anyone who doesn't have the facts, I will be the first to come to their aid, along with all their friends and family.

Any entertainer that is doing his or her "thing" is having a ball. That's the rewards of entertaining. When we saw the faces of the G.I.'s lite-up when we were doing a show, it was all worth it the times we were humiliated by the Korean guards. We went without sleep so we could keep up with the military briefings they gave us. We didn't know what a clean towel, hot water, clean rest rooms, good food, good beds were. Being young ladies subjected to this and still doing their job, merits better understanding than what our friend offers.

All this was Rosie and Josie's contribution to America and our G.I.'s whether they were Chicano's, Puerto Ricans, etc. What has your eader done for her country; besides criticizing fellow Chicanos?

Another issue was the Excentrico was printing absurdities. We feel the people of San Jose, are fortunate to have a publication of this stature. We, the Chicano people of Fresno aren't as lucky. To us the Excentrico represents Chicano progress, in the sense that it devotes a major share of it's publication, to Chicano activities and news. We feel the Excentrico and its staff merit congratulations for its great work. Keep up the good work, hermanos!

In regards to the issue made about Marce, she has never done any wrong to anyone. Marce was saying her thing, and I feel she was and is right. I'm proud of Marce and she's right, about all of us praying for our boys. I'm not a very good Catholic, but I don't really care how many North Vietnamese boys our men kill, as long as our boys come home safe.

Do you honestly believe that the North Vietnamese families pray for our boys. To hell with the North Vietnamese. They try to kill as many of our boys as they can.

I'm not an expert on American Foreign Policy, but I do feel all wars are bad, however, if our bombers drop 20,000 tons of boms, on all North Vietnam, and this saves American lives, let them do it. I have no friends who are North Vietnamese, and I do have friends who are Americans.

In regards to the North Vietnamese not bombing our cities, have you ever thought that if they could and had the bombers, they just may try it? They seem to have plenty of rockets which they shoot daily at civilians in Vietnam.

My only advice to my Chicano brothers is to stay in school, maintain good grades. Try your best and maybe this way we can someday have some Chicano congressmen. Some of us are less fortunate than others, but when there is a will, there is a way. United we stand!

Cordially yours,
Ray Camacho &
The Teardrops

DO YOU HAVE A POINT OF VIEW, ON ANYTHING ???

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El Excentrico Magazine
274 Terraine St. San Jose, Ca.
Anonymous letters cannot be published.

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FAMILIA RODRIGUEZ de BRAWLEY, CALIFORNIA



La foto de arriba presenta a el Sr. Rodriguez y a su distinguida familia, Hortencia su esposa, hijos y nietos, a la derecha: Vera Diaz y Edward Diaz.

La grafica de abajo el Sr. Joe Rodriguez posa con un grupo de amistades durante el pasado 5 de Mayo.



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:- For Channel 36 -:

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292-9205 349 WILLOW ST.

It is not true that Al Sugar Zamora has one of his biggest pay checks tatooed on his forehead - it's just a rumor.

Welcome back to Mr. & Mrs. Amador Urrabazo & family from a recent trip to Del Rio, Texas and Mexico.

I know that Luis Saucedo makes very good drinks, but he is getting hard to follow around. The last place he was seen was La Poblana - good drinks there, yes indeed!!

Congratulations to Lena Manriquez and Richard Gomez, they will become Mr. & Mrs. on July 6th.

If you want to see the Giants play the Dodgers on July the 20th get your tickets from Dan Aguirre at Maria's Nite Club.

Welcome to Mr. & Mrs. Oscar Coronado. They decided to make San Jose their home. Bienvenidos.

Lotty Flores has been nick-named Pepsi, she just loves pepsi cola.

On July 5th the Great Sabastian Adame will be a bachelor no more. He will marry lovely Cynthia Ann Flores, in Riverside, Calif. Congratulations.

Don't be surprised if Robert Ramirez takes on the responsibility of taking care (de mas de cuatro) anything is possible. Verdad Feliz. . .?

If an item don't make sense try to imagine the word that should be there, sometimes it's my fault and sometimes it's a typographical error.

FINIS . . .
Candy

THE CELLAR

DANCING FRIDAY and SATURDAY
TARDEADAS EVERY SUNDAY



REYES BALDERAS
y su CONJUNTO

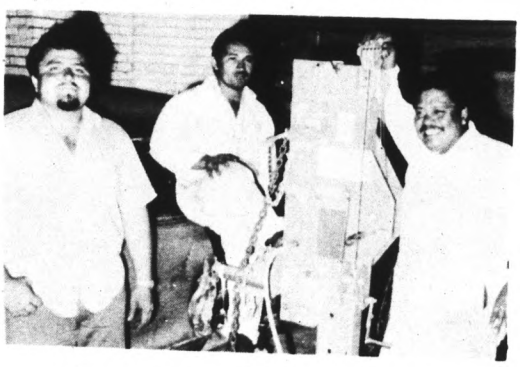
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MARTES y MIERCOLES
8:00 a 2:00 a.m.
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293 - 1010 950 S. FIRST ST.



GRADUATE

MARIA LUISA VENZOR hails from Chihuahua, Chih. Mexico.

She has resided in the San Jose Area for the past seven years.

Maria received her DIPLOMA from Abraham Lincoln High School on Wednesday, June 11th at 7:00 p.m. at the San Jose Municipal Rose Gardens.

She plans to attend San Jose City College



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CLUB San Felipe

CANDY VELIZ

The date is August 3rd., 1969. Place is the Cabaña in Palo A to. The time 8:30 p.m. to 1:00 a.m. The event is Club San Felipe 11th Anniversary Ball. The music will be provided by Manuel Contreras and his orchestra from Fresno. The bids are $8.50 per couple. We love to have you join us, but since the space is limited please call any of the following members for your bids: Raul Chapa 297-9486, Phil Perez 274-0197, Jerry's Barber Shop, 604 North 13th Street 297-9758, Manuel Urrabazo 262-8183, Candy Veliz 297-9486, Al Garza 262-2214 & Amador Urrabazo 252-1766.

There will be no bids sold at the door, all tables are reserved. Here is a photo of last year's Club San Felipe 10th Anniversary and some of the Ladies and Gents that joined us. Bailamos?



Some rare news: the horse of Lic. Marco Antonio Diaz Infante came in second in last Sunday's race; however; only 2 horses ran -oh well!!!

If you want to make a bundle betting in golf, bet on Angel Dominguez. He is a damn good golfer and rarely loses, not even Club San Felipe pride & joy, Raul Chapa can beat him.

The romance of Estella Hernandez is sizzling no mo. The following men have just joined Club San Felipe, Andres Isais Jr., Mercedez Perez and professor Ruben Rodriguez. Welcome gents, we can always use good men.

It is only fair that I should answer the letter of Rosalinda Martinez, the best way I thought was to interview a recently discharged G.I. just back from Vietnam. He is Benny Hernandez.



Candy: What do the G.I.'s think of the entertaining troupes?

Benny: They love them, it boosts the moral.

Candy: Do you consider it immoral to have entertainment in the fighting front?

Benny: By no means, we wouldn't have any other way.

Candy: What can you say about the U.S. bombing Vietnam?

Benny: When the U.S. stopped bombing you should have seen all the American lives we lost. They never should have stopped.

Candy: Did you see any college men over there?

Benny: Many and they were rugged as hell. Last but not least Rosalinda we worry about Americans and I could care less about the Vietnamese.

continued next page .....

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``SEMBRANDO´´

De M. R. Blanco Belmonte

De aquel rincón bañado por los fulgores
Del sol que nuestro cielo triunfante llena;
De la florida tierra donde entre flores
Se deslizó mi infancia dulce y serena;
Envuelto en los recuerdos de mi pasado,
Borroso cual lo lejos del horizonte,
Guardo el extraño ejemplo, nunca olvidado
Del sembrador mas raro que hubo en el monte.

Aún no se si era sabio, loco o prudente
Aquel hombre que humilde traje vestía;
Solo se que al mirarle toda la gente
Con profundo respeto se descubría.
Y es que acaso su gesto severo y noble
A todos asombraba por lo arrogante;
"Hasta los leñadores mirando al roble
Sienten las majestades de lo gigante".

Una tarde de otoño subía a la sierra
Y al sembrador, sembrando, miré risueño.
"Desde que existen hombres sobre la tierra.
Nunca se ha trabajado con tanto empeño".

Quise saber, curioso, lo que el demente
Sembraba en la montaña sola y bravía;
El infelíz oyóme benignamente
Y me dijo con honda melancolía:
-Siembro robles y pinos sicomoros;
Quiero llenar de frondas esta ladera,
Quiero que otros disfruten de los tesoros
Que darán estas plantas cuando yo muera.

Por qué tantos afanes en la jornada sin buscar recompensa? dije. Y el loco murmuró, con las manos sobre la azada:
Acaso tu imagines que me equivoco
Acaso, por ser niño, te asombra mucho
El soberano impulso de mi alma encendé; por los que no trabajan, trabajo y lucho,
Si el mundo no lo sabe, Dios me comprende,
Hoy es el egoísmo torpe maestro
A quien rendimos culto de varios modos:
Si rezamos, pedimos solo el pan nuestro.
"Nunca al cielo pedimos pan para todos"
En la propia misera los ojos fijos,
Buscamos las riquezas que nos convienen
Y todo lo arrastramos por nuestros hijos.
Es que los demás padres hijos no tienen?
vivimos siendo hermanos solo en el nombre
Y, en las guerras brutales con sed de robo,
Hay siempre un fracticida dentro del hombre,
Y el hombre para el hombre siempre es un lobo,
Por eso cuando al mundo, triste contemplo,
Yo me afano y me impongo ruda tarea
Y se que vale mucho mi pobre ejemplo,
Aunque pobre y humilde parezca y sea.
Hay que luchar por todos los que no luchan.
Hay que pedir por todos los que no imploran.
Hay que hacer que nos oigan los que no escuchan.
Hay que llorar por todos los que no lloran.
Hay que ser cual abejas que en la colmena
Fabrican para todos dulces panales.
Hay que ser como el agua que va serena
Brindando al mundo entero frescos raudales.
Hay que imitar al viento, que siembra flores
Lo mismo en la montaña que en la llanura:
Y hay que vivir la vida sembrando amores,
Con la vista y el alma siempre en la altura.

Dijo el loco, y con noble melancolía
Por las breñas del monte siguió trepando,

(continua en la siguiente plana) ...

Y al perderse en las sombras, aun repetía:
"Hay que vivir sembrando", Siempre sembrando. . . . . .

Mexicali, B. C., Mayo 8 de 1963

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ASTROLOGIA

Los ojos son el reflejo del alma.

ARIES.- (21 de marzo al 20 de abril)
Noticias muy agradables de una persona que está en el extranjero. Recuerdos gratos, que te darán buen humor y una sensación de bienestar.

TAURO.- (21 de abril al 21 de mayo)
No des oídos a las habladurías o a los comentarios mal intencionados en la oficina. Puedes pasar momentos pocos gratos y quedarte con un mal sabor de boca.

GEMINIS.- (22 de mayo al 21 de Junio)
Los reproches que te hagas pueden salir sobrando cuando los errores son irremediables. Es mejor tomar una actitud mas positiva, tratando de salvar lo que queda.

CANCER.- (22 de junio al 23 de julio)
Amplias satisfacciones se te esperan. Una, de tipo afectivo, que redoblará tus anhelos e ilusiones. Otra, de tipo económico, que te permitirá realizar tus deseos.

LEO.- (24 de julio al 23 de agosto)
Recibirás noticias desagradables y comentarios de asuntos que has querido mantener en el olvido. Actúa con energía y no permitas confidencias.

VIRGO.- (24 de agosto al 23 de sep.)
Te puedes encontrar en una situación económica difícil. Sin embargo, nunca falta un buen amigo que en situaciones tales no te tienda la mano.

LIBRA.- (24 de sep. al 23 de octubre)
Facilmente comprobarás tu equivoco respecto a la persona que amas. No ha sido ella culpable de aquello que imaginas. Las disculpas son obligadas.

ESCORPION.- (24 de oct. al 23 de nov.)
Puedes ser una persona rencorosa y difícil de abordar cuando se trata de aclarar las equivocaciones. Tu actitud es perjudicial para ti mismo.

SAGITARIO.- (24 de nov. al 21 de dic.)
Es un día muy poco claro en lo que se refiere a tu trabajo. Hay indicios de que tendrás dificultades que no podrás superar facilmente.

CAPRICORNIO.- (22 de dic. al 20 de en.)
Debes poner a prueba a la persona que deberá hacer tus veces en el negocio. Las recomendaciones no bastan para confiar totalmente en ella.

ACUARIO.- (21 de enero al 19 de feb.)
Acepta tus equivocaciones de manera que no pierdas autoridad frente a las personas que ven en ti un ejemplo. Mas vale aceptar tus errores a tiempo que pasar por necio.

PISCIS.- (20 de feb. al 20 de marzo)
Puedes devolver una ofensa recibida con anterioridad, pero aunque es tuya la ocasión no sabrás aprovecharla. Tu signo participa de una nobleza de espíritu que no te lo permitirá.

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CONCEPCION and DOMITILA OLAGUE
Celebrate their
25th WEDDING ANNIVERSARY



Delia, Guadalupe, Irene and Ana Maria offered a 25th ANNIVERSARY WEDDING RECEPTION in honour of their parents M. and Mrs. CONCEPCION and DOMITILA OLAGUE

On Sunday, June 29 at 2:00 p.m.
Saint Leo's Church
San Jose, California 1969

WEDDING RECEPTION

The Reception was held at St. Leo's Hall where friends and relatives attended.

DOMITILA was born in Ojuela, Durango, Mexico with residence in San Jose for the past 45 years. She is the Secretary for the Sociedad Protectora, Funeraria, Inc. while Mr. Concepcion is the President.
Mr. Olague originates from Gomez Palacio Mexico. CONGRATULATIONS !



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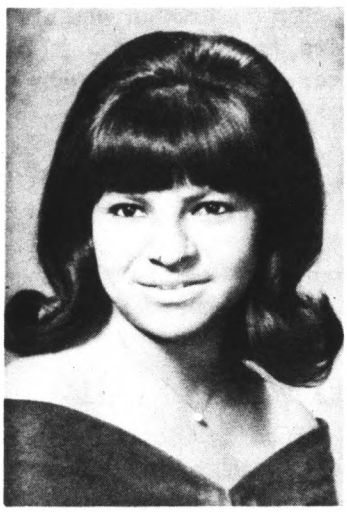
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(En la Esquina de las Calles 24 y Santa Clara)

GRADUATE

Participating in Commencement exercises held at the Rose Gardens in San Jose, was Carmen Venegas.

Carmen, born in Columa, Mexico, has resided in San Jose for the past 6 years. Here she attended Abraham Lincoln High School, until her graduation Wednesday, June 11 at 7:00 p.m.

She will attend S.J. City College.



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CLUB "LAS CORONELAS"



MARCE MORA

Happy Father's Day to my dad, Jose Mora, from all of us and to all of you fathers. I hope you had a day filled with happiness.

CONGRATULATIONS

To Sandra Katib and Frank, who will soon wed.

To my brother and his wife, Mr. and Mrs. Louis Mora from Pittsburg, as they were blessed with a baby boy named Mark Mora.

Our best of luck to Les Bachlorettes, on the forming of their new Club.

It is nice to see new clubs, maybe someday we can again get more acticities, like before when we had Club Elite, Zanzaree, Del Mar, etc. those were the days.

HAPPY BIRTHDAY, ETC.

June 1, Gloria Parra celebrated her day with a birthday party given by Las Coronelas, at the Patio, thanks also to Gene.

June 9, our good friend Martin Mendez de La Poblana claims he is only, 21 years old now, and to celebrate it he had a dinner at La Poblana.

June 10 and 12 - Sandra Katib and Virginia Mora celebrated their birthday with a barbeque given by Las Coronelas. We'd like to thank everyone who attended

June 4 - Rosie Romero de Las Serenitas also celebrated her birthday and her sister Josie, graduated from Mission High. Congratulations.

I'd like to congratulate cute Irene Navarro, who graduated from Overfelt High, now she will have to really start living, believe Itene it gets rough at times, its life when you are in school.

I'd like to thank my mother for the beautiful birthday party. Also, my thanks to Thomas and Lilly Negrette, Judy Curiel, Gloria Parra, Nora Trivino, Maria Carillo, for the help they gave in throwing the party. Also, it was nice to see my good friend Connie Nelson and her hubby, nice to see Mary Silva and and her hubby, Mr. and Mrs. Guzman, Mr. and Mrs. Johnny Pstin, Lois Horner and her sister Joyce Susinerda, Espi Molina, Las Hermanitas Falcon, Irma and Gloria, Ruben Diaz, Charros Espuelas de Plata, Mr. Carlson from Pink Elephant Market, Gloria Bracamonte, Lorraine Hodges and all those that I didn't mention thanks for being there. I'd also like to thank La Poblana, El Taconazo, El Rebozo, the owners of these places had a get together during that week at their places to celebrate my birthday, thank you for everything. Thanks to Enrique Flores, Danny Alonzo and Radio KOFY for dedicating all their programs that day for me.

WHAT'S NEW

A local photographer does not have any manners, he thinks everyone is dying to get their pictures taken, even crawls over people when they are eating. Some clubs go to sponsors and tell them they need help, then they come out with "well, you helped so and so club, why not us", the sponsors don't like this. Because some asked me to mention it in my column.

A local niteclub owner, G -- is all excited because a new woman club is starting soon, he claims he will have more cooperation from them, hmmm, I wonder what kind of cooperation.

Charros Espuelas de Plata, took all kinds of trophies and ribbons for La Fiesta de Las Rosas, congratulations.

A business woman insulted a couple of Las Coronelas, because a party was being given at another place. It is not our fault, if businesses are nice to help out or throw parties for us, then we appreciate it from the bottom of our hearts. Our Club which is the first and only assoc. de Charras in the whole U.S. is very proud of this. We, are a neutral

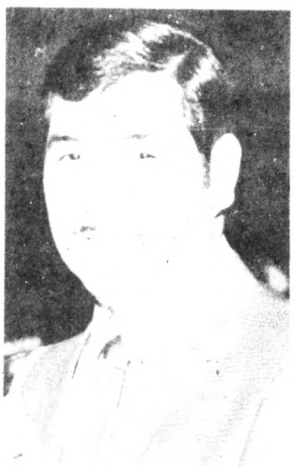
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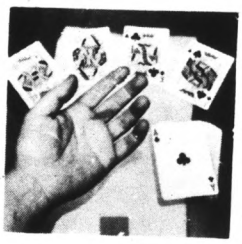
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group, and cannot take sides, because our main hobby is to participate in parades, fiesta's, etc. I feel proud of the girls and women who belong in this group because they do their best, they even perform for charities, schools, etc. If alot of people could see the groups in Mexico, they would feel - very proud, that at least these girls are trying their best here. We, cannot afford to have only one sponsor, for this group requires alot of help. So, I hope all of you will take a lot of consideration in this group.

MADAM Zora

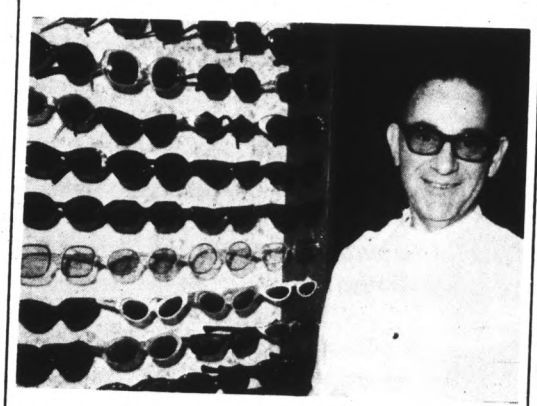
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His favorite hold is the Kuoala used in the airplane spin.
Art has wrestled all over the world
(photo by richard diaz)



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Valley Medical Center

NEWLY elected officers of the Volunteer Auxiliary at Valley Medical Center were installed during a luncheon at Del Vecchio's Restaurant. Mrs. Dorothy Weller, second vice-president, Mrs. Edward Rathjen, of Santa Clara, corresponding secretary. Mrs. Velma Owen, (not shown), is financial secretary.

DISCORAMA

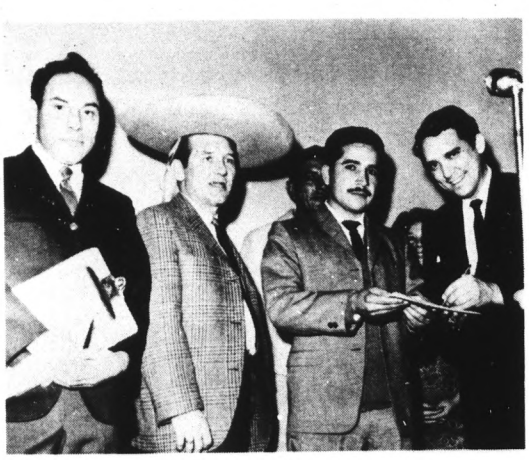
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Club Riviera

CHRIS HENRY

First of all I'd like to start my column off with a big "Bang" (I thought it was funny). Hope you all had a happy fourth of July weekend. It seems so long that I've written a column, so bear with me again, and I'll make it interesting. I hope!

Get Well Wishes

To Donna Espinoza, who had her tonsils taken out.

I'd also like to wish my mother Estelle Wilson a quick recovery. She's been spending most of the year in and out of the hospital.

And Mrs. Hillard Payer's mother who's in Omaha, Nebraska. Chin-up. I'm sure everything will turn out for the best. I'm sure our prayers will be answered.

Be-lated Birthday

Happy birthday to Jean Kawakami on June 10. I hear Frank and Jean went to Tahoe for her birthday. How did you do or should I ask?

Vacation Time

Chick and Delores Gonzales just got back from Disney Land and Mexico. I hope you had a good time. I'm sure you did.

Paul, Vivian Ramirez and family are planning to take a trip to Disneyland. Hope you have a good time when you do go.

Butch and Lana Bennett are planning a trip to Mexico. Please Lana let Butch take his time and enjoy the scenery.

If you like to enjoy playing pool and have a cold beer, stop over at Dales Billiards in Milpitas.

Lots of luck to the new club the Bachlorette's. I'm sure you will be a great success. Especially with the personalities you all have.

Before closing I'd like to compliment our first baseman Ken Worley on his great ways of stopping the ball with cuts and bruises.

Well, until next time, take care and keep smilin'.

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En la grafica BERNIE BERG y parte del atento personal de HABLA HISPANA.

LINO LOPEZ
Receives outstanding service PLAQUE

Recently Mr. Lino Lopez who originates from Redland, California was presented with a PLAQUE for outstanding services to the San Jose Mexican - American Community.

The presentation was made by Attorney at Law Frank Merino in behalf of the New Mexico Club.

(photo by Richard Diaz)





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La Sociedad Guadalupana de la Iglesia de Saint Justine en Santa Clara, organizó un baile-cena para celebrar el segundo aniversario de la fundación, con su "Fiesta Latina". A dicho evento asistieron mas de 500 personas, el gimancio de la Iglesia lució una decoración tropical que le dió gran esplendor a la fiesta.

En la foto de izquierda a derecha: Daniel G. Saldaña, Jess Torres, Presidente de la Sociedad Guadalupana de la Iglesia de Saint Justine, Julián Castillo encargado de la decoración, Pit Trujillo tesorero, Virgilio Nieto, Vice-Presidente y el Mariachi de Isidro Rivera y sus Abajeños.

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Sandra
and
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San Jose, California 1969

SANDRA KATIB was born in Douglas, Ariz.
Has resided in San Jose for 10 years
Attended Lincoln High School

FRANK ESCOBAR is a native and resident
of Santa Clara.
Attended San Jose City College

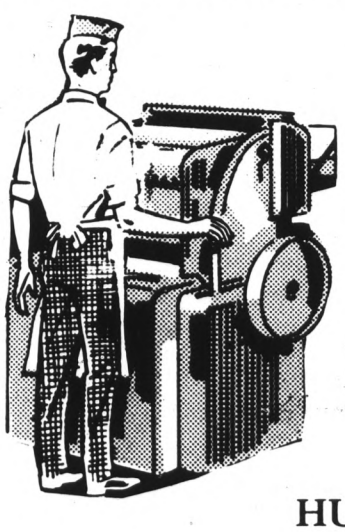


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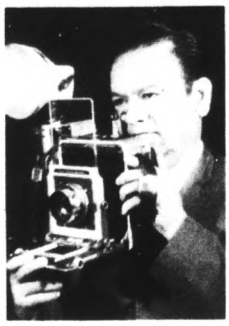
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El Excentrico

21ST YEAR No. 7 JULY 5, 1969

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